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TRAVEL PRINTOUT

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U.S. Travel Data Center

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Survey Reveals New Data on Business Travelers.

Travel Weekly and the US Travel Data Center today released a benchmark study of business travelers, concluding an exhaustive telephone survey of over 3,700 business travelers during 12 months ending August, 1986.

The 1985/86 Survey of Business Travelers, sponsored by Murdoch Magazines, which publishes Travel Weekly and Hotel and Travel Index, and conducted by the US Travel Data Center, is the most comprehensive and objective study ever published on business travelers.

"This study will be important to airlines, rental car companies, hotels and travel agents," said Bill Niles, research director of Murdock Magazines. "For the first time, we have extensive data on business travelers who use these services."

The report examines in detail convention travelers, business travelers of various occupations, and other important segments of the business travel market.

According to the survey, 33 million U.S. adults take one or more business trips in a year and produce 141 million trips. About 10 percent of these travelers take 10 or more trips a year, accounting for one-half of all business trips. More than one-quarter of the trips are to attend conventions, conferences or trade shows.

For information on custom tabulations of the survey data contact Suzanne Cook, 202/293-1040.

The 1985/86 Survey of Business Travelers is being sent to Data Center full members and is available to limited members and others for $75(prepaid) from the US Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. ##

Summer Vacation Forecast.

The forecast of summer vacation travel in 1987 will be released at a press conference on May 13, 1987.

Full members of the Data Center will receive copies of the forecast as a benefit of membership.

Others may purchase the report for $60 (prepaid) from the US Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. ##

U.S. Travel Data Center's Board of Trustees Elects Officers.

Rossi Ralenkotter, director of marketing/tourism for Las Vegas Convention/Visitors Authority, will serve as the US Travel Data Center's Board of Trustees chairman for 1987.

Ralenkotter, elected at the board's December meeting, has been a trustee since 1980 and served as treasurer in 1986. He replaces Robert E. Gall, vice president of Amtrak, who will return for another two year term as trustee.

William D. Toohey, as president of Travel Industry Association of America, serves as the board's permanent vice-chairman. The board re-elected Dr. Charles R. Goeldner, associate dean of the business schools of the University of Colorado, to serve as secretary, and Barbara Wickliffe, marketing research director of Best Western International, was elected treasurer.

Newly elected trustees are Amy Lang, National Market Manager of AT&T, and Jerry Foster, president of Saga International Holidays.

Max L. Madsen, consultant for Better Homes and Gardens; Laurie Jo Farr, vice president of tourism development, New York Convention and Visitors Bureau; and Bob LeBlanc, assistant secretary of the Louisiana Office of Tourism, were re-elected to the board of trustees. ##

Travel Prices Rise Slightly in November.

Declines in gasoline and lodging prices held travel costs to a modest 0.1 percent increase in November, according to the US Travel Data Center's Travel Price Index (TPI).

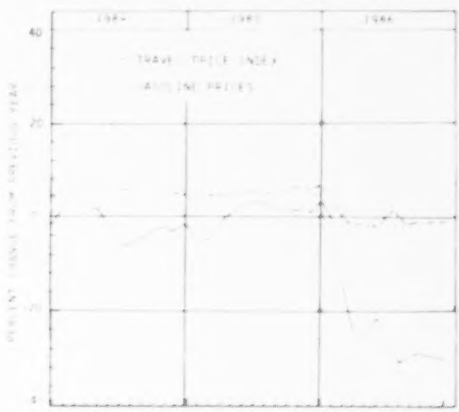
For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), also increased 0.1 percent.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, climbed to 379.2 (1967=100) in November.

Gasoline prices, declining for the eighth time this year, fell 0.9 percent in November. Lodging prices dropped 0.7 percent, marking the third straight month this component has fallen. Intercity train fares and intercity bus fares decreased 1.0 and 0.4 percent, respectively. Taxicab fares were unchanged for the month.

The small gain in the November TPI has all but assured that 1986 travel prices will be lower than last year's for the year as a whole.

Over the past twelve months the TPI has fallen 2.4 percent. The primary factor was the 30.8 percent decline in gasoline prices since November 1985. ##



Declining Gasoline Prices Continue to Modify Travel Price Index

Monthly and Annual Rates of Change in the Travel Price Index and Components
November 1986

TPI Component	Monthly Percent Change October 1986 to November 1986	Annual Percent Change November 1985 to November 1986
Transportation	0.5	-11.2
Airline Fares	1.4	2.4
Intercity Bus Fares	- 0.4	7.3
Intercity Train Fares	- 1.0	5.5
Taxicab Fares	0.0	2.4
Gasoline	- 0.9	-30.8
Lodging	- 0.7	3.0
Food Away From Home	0.5	4.1
Entertainment Services	0.3	5.5
Incidentals	0.2	1.2
TRAVEL PRICE INDEX	0.1	- 2.4
CONSUMER PRICE INDEX	0.1	1.3

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

New Travel Handbook Emphasizes Research.

Travel, Tourism, and Hospitality edited by J.R. Brent Ritchie and Charles R. Goeldner, and sponsored by the Travel and Tourism Research Association (TTRA), is a research oriented handbook for the development of the tourist industry.

Douglas C. Frechtling, director, and Suzanne D. Cook, assistant director of the US Travel Data Center, who wrote the chapters "Assessing the Impact of Travel and Tourism" and "Research in State and Provincial Travel Offices," joined 44 other travel experts and researchers to produce the book's broad range of information.

The book, an introductory text for tourism research methodology, is an indispensable reference tool for managers in tourism, beginning researchers, and experienced researchers who need to review unfamiliar areas.

The first half of the handbook emphasizes the need for research at the national, regional, and municipal levels while the second half deals with research methodology.

Travel Tourism and Hospitality Research is available for $39.95 from John Wiley & Sons, Attn. order dept., 1 Wiley Drive, Somerset, New Jersey 08873. ##

A Record Number of Americans Fly in 1986.

The Air Travel Survey conducted by the Gallup Organization during June, July and August, 1986, for the Air Transport Association of America, showed a record number of Americans, 72 percent, have ever flown on airlines and have averaged 3.2 round trips each.

The 1986 survey, obtained from 4,644 adults, reported that nearly one out of every three adults, or 31 percent flew during the past year.

Almost 54 percent of all air trips within the last 12 months were for pleasure or personal reasons and included visiting friends or relatives, sightseeing and visiting resorts.

The incidence of having ever flown on a commercial airline is highest among those 30-64 years of age.

The 1986 Air Travel Survey is available for $35 from Public Information Office, Air Transport Association, 1709 New York Avenue, NW, Washington, D.C. 20006-5206. ##

Visitor Volume at National Parks

Region	OCT 1987 visits*	Change from OCT 1986 (percent)	Percent change 1987/1986 Year-to-Date
NEW ENGLAND	1,385,760	8.4	-.2
MIDDLE ATLANTIC	2,722,534	41.0	17.3
SOUTH EAST	11,223,910	-2.0	2.8
EAST NORTH CENTRAL	333,792	-16.2	-3.1
WEST NORTH CENTRAL	453,321	1.8	3.3
WEST SOUTH CENTRAL	610,100	-1.5	3.2
MOUNTAIN	2,486,206	18.4	8.9
PACIFIC	3,862,405	11.2	13.7
TOTAL	23,078,028	6.3	6.7

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

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	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Oct	$ 3,629 million	-4 1	4 3	6 0
Eating and drinking places(2)	Oct	$12,068 million	1 2	8 9	7 4
Gasoline service stations(2)	Oct	$ 8,421 million	23 4	0 2	11 1
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Oct	62 1 percent	-2 4	1 3	0 6
Real demand for commercial lodging(4)	Oct	57 6 million	8 3	2 3	3 8
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Sep	22 9 billion	9 5	40 0	15 6
International revenue passenger-miles	Sep	5 8 billion	20 5	-0 6	8 5
Highway traffic volume(6)					
Rural arterial vehicle-miles	Oct	40 0 billion	1 0	5 2	5 6
Rail passenger traffic(7)					
Amtrak passenger-miles	Oct	390 7 million	4 0	7 0	1 5
Travel Price Index(8)	Oct	378 7	0 6	2 6	0 1
U.S. resident travel(9)					
Total person-trips	Sep	98 2 million	-30 1	7 7	3 5
Vacation person-trips	Sep	63 3 million	41 6	2 8	1 6
Total person-nights	Sep	461 5 million	40 2	-4 5	0 8
Vacation person-nights	Sep	310 2 million	52 3	-8 3	0 4
Public use of national parks(10)					
Visits	Oct	23,078,028	-13 5	5 8	5 8
Overnight stays	Oct	1,044,912	40 2	11 9	1 7
Foreign arrivals in U.S.(11)					
From overseas	Oct	717,309	11 0	22 5	17 2
From Canada	Oct	813,276	-10 6	2 8	0 2
From Mexico	Oct	57,529	10 3	-1 3	13 7
U.S. citizen departures(12)					
To overseas	Oct	984,354	-12 6	-5 3	-7 1
To Canada	Oct	897,605	40 3	12 4	17 9
Domestic demand for motor gasoline(13)					
Barrels per day	Oct	7,232 thousand	5 5	4 9	2 7

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary. U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

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Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814